

SUMMARY OF CONCEPTS

#	Focus Area Name	A Centers	B Active Waterfront	C Core Focus
		This concept focuses on having walkable neighborhoods where residents have access to retail, services, and jobs. Neighborhoods are focused on mixed use areas with supporting residential and commercial uses within a ½ mile radius.	This concept focuses on how to activate the waterfront area in order to create a destination that is accessible to the surrounding community.	This concept focuses on enhancing employment areas through the location of commercial and residential uses near jobs.
1	Northwest Coastal	Mixed use in the Village will extend into mixed use and medium/high density residential uses in the Barrio, creating a connection between higher density residential and mixed use. The Power Plant area will have hotels/retail, and other visitor serving commercial. Village: Mixed Use Barrio: Medium & High Density Residential; Mixed Use; Parks/Open Space Power Plant: Commercial (hotels, retail/restaurants); Parks/Open Space	Mixed use in the Village, along with medium/high density residential uses in the Barrio. The Power Plant area will be an activity node with commercial, hotels, residential and open space. Village: Mixed Use Barrio: Medium & High Density Residential; Parks/Open Space Power Plant: High Density Residential and Mixed Use (hotels, retail/restaurant, residential); Parks/Open Space	Mixed use in the Village will extend into mixed use and medium/high density residential uses in the Barrio. The Power Plant will have hotel and visitor serving commercial uses. Village: Mixed Use Barrio: Medium & High Density Residential; Mixed Use; Parks/Open Space Power Plant: Commercial (hotel/visitor services); Parks/Open Space
2	Plaza Camino Real Commercial Corridor	Mixed Use; Parks/Open Space	Mixed Use; High Density Residential & Commercial east of El Camino Real; Parks and Open Space	Mixed Use; Commercial; Parks/Open Space
3	Quarry Creek	Medium and High Density Residential; Parks/Open Space	Medium and High Density Residential; Campus; Parks/Open Space	Medium and High Density Residential; Parks/Open Space
4	Marja Acres	Medium and High Density Residential	Medium Density Residential	High Density Residential; Commercial along El Camino Real
5	Sunny Creek Commercial	High Density Residential; Commercial	Commercial	High Density Residential
6	Mandana	Very Low Density Residential	Very Low Density Residential	Very Low Density Residential
7	Palomar Corridor	Industrial/Office with intensified employment at higher intensities; a new neighborhood at east end (High Density Residential); Commercial; Mixed Use	Industrial/Office with intensified employment at higher intensities.	Industrial/Office with intensified employment at higher intensities. New Mixed Use (commercial and residential) clusters located outside of the Airport Safety Zone, adjacent to employment uses. Higher density residential and open space located on the periphery. Uses: Industrial/Office; High Density Residential; Mixed Use; Commercial; Parks/Open Space
8	Southern Freeway Corridor	Commercial and High Density Residential uses around Poinsettia Station, with freeway oriented Commercial uses at Palomar freeway interchange. Industrial/Office along Avenida Encinas.	Residential uses in this area will be higher density to create more residential opportunities in area and support commercial and parks/open space activity in Area 9. Uses: Medium and High Density Residential; Commercial; Parks/Open Space	Medium Density Residential; Commercial
9	Ponto/Southern Waterfront	Medium Density Residential; Commercial; Parks/Open Space	A Waterfront Park/Promenade is envisioned along the coastline with activity nodes located along the waterfront which will be accessible to neighborhoods in Area 8. Uses: High Density Residential; Mixed Use; Visitor Serving Commercial; Parks/Open Space	Mixed Use; Parks/Open Space
10	Aviara	Low Density Residential; Parks/Open Space	Low and Medium Density Residential; Parks/Open Space	Low and Medium Density Residential; Commercial Recreation; Parks/Open Space
11	South El Camino Real	High Density Residential; Mixed Use	High Density Residential; Commercial	High Density Residential; Mixed Use; Commercial

Concept A: CENTERS

The Centers Concept directs development to the Village and several new neighborhood centers. The centers are placed in strategic, visible locations along transit, and distributed to maximize accessibility from residential neighborhoods. Each center will include local shopping as a pedestrian-oriented focus for the surrounding neighborhood, accessible to local residents. High and Medium Density housing, in addition to new parks and open spaces, would surround the retail centers or be integrated in mixed-use buildings. While some centers will be neighborhood oriented, others—such as the Village and the redeveloped Plaza Camino Real—would be citywide draws.

A significant majority of the city's housing needs will be accommodated in the centers, enabling people to live close to shops and services and along transit corridors. All centers will have transit access—bus or rail—and pedestrian connections between the centers and the surrounding neighborhoods will be improved to enhance walkability.

New centers will be located along El Camino Real and adjacent to the Poinsettia Coaster Station. The Village and Barrio will see increases in housing and amenities as well, while the Power Plant will be redeveloped with hotels, retail, and other non-residential uses.

Concept B: ACTIVE WATERFRONT

The Active Waterfront Concept will place greater development along the waterfront, enabling residences, hotels, and other uses to be close to the ocean. Residents and visitors will enjoy waterfront dining, shopping, and lingering experience in clusters of restaurants, cafés, and smaller stores. The Power Plant will be developed with a mix of residential and hotel uses, with community-accessible open spaces along Agua Hedionda Lagoon.

About half of the city's new residential growth will be in the waterfront focus areas (focus areas 1, 8, and 9). Plaza Camino Real will have a mix of uses, while Quarry Creek will have a small college campus as well as new adjacent residential uses.

Concept C: CORE FOCUS

In this concept, new residential and commercial uses will be placed at strategic locations at the edges of Carlsbad's employment core in the geographic center of the city—enabling workers to live close to jobs, and stores and restaurants to enjoy patronage from both residents and workers. Shuttles and enhanced bicycle and pedestrian paths would link residential and employment clusters. Because some sites currently envisioned for employment uses will instead be developed with residential and commercial uses, building intensities for office and industrial uses will be somewhat higher, ensuring enough capacity for continued growth.

Just over a third of the new housing growth will be in central Carlsbad, while the rest will be dispersed at different locations. The Power Plant and southern portion of Carlsbad Boulevard will focus more on hotel and commercial uses.